

Analisis Internet Self Service Technology(ISST) Faktor Benefits terhadap Loyalitas Konsumen Jual beli Online LAZADA di Semarang

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ABSTRAK

Penerapan technology-based self-service dalam hal penyediaan layanan telah tumbuh dengan cepat dalam beberapa tahun terakhir ini , tapi kita saat ini pemahaman pelanggan retensi dan kepuasan konteks sedemikian masih terbatas. Kertas kerja ini mengusulkan konseptual kerangka kerja yang menggunakan yang relasional mengenai manfaat untuk menjelaskan hubungan antara internet-based self-service teknologi atribut dan loyalitas pelanggan dan kepuasan. Kerangka posits yang percaya diri dan perlakuan khusus manfaat menengahi dampak self-service teknologi internet atribut di loyalitas pelanggan dan satisfaction. Hasil studi empiris konteks menggunakan dua ands dukungan untuk sepenuhnya dimediasi model Itu. keyakinan manfaat menengahi dampak dianggap kontrol dan kinerja pada loyalitas pelanggan dan kepuasan , sementara perlakuan khusus manfaat menengahi hubungan efficiency dan nyaman dengan loyalitas pelanggan dan kepuasan. Disamping itu tidak hanya praktis dampak bagi pemasar, tetapi juga untuk masa depan penelitian tentang relasional manfaat terhadap pelanggan dan berbasis internet self service.

Kata Kunci : Customer Loyalty, Customer Satisfaction, Confidence Benefits, Special Treatment Benefits, dan atribut ISST

Analysis of Internet Self Service Technology (ISST) Benefits Factors on Customer Loyalty of Online Shopping LAZADA in Semarang

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ABSTRACT

The application of technology-based self-service in terms of the providing services has grown rapidly in the current year, but nowadays, the understanding of customer retention and satisfaction is still limited. This research suggests the conceptual framework which is using the relational benefits to explain the relationship between the attributes of internet-based-self service technology on customer loyalty and customer satisfaction. The result of an empirical study, context uses two supported ands to fully mediated by the model. The confidence benefits addressing the impact which is considered as a control and performance on customer loyalty and customer satisfaction. Whereas, special treatment benefits mediates the relationship efficiency and convenience with customer loyalty and customer satisfaction. Besides that, it does not only impact on marketers but also to the future research regarding relation benefits to the customers which is based on internet self service.

Keyword : Customer Loyalty, Customer Satisfaction, Confidence Benefits, Special Treatment Benefits, dan attribute of ISST